



Atty. Dkt. No. 084561-0105

TCW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Mark LANDESMANN

Title: BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES

Appl. No.: 09/837,377

Filing Date: 04/19/2001

Examiner: Christopher C. Grant

Art Unit: 2611

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT UNDER 37 CFR 1.121

Mail Stop NON-FEE AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated November 1, 2004, submitted herewith are claims 78 – 84, that were not properly identified with the proper status identifier.

78. (Original) The method as defined in claim 77, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

79. (Currently Amended) The method as defined in claim 40, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories;

monitoring the receiver of an interactive television to determine if an ad has been zapped; and

providing an incentive based to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.